



Position Title: Marketing and Special Events Coordinator

Reporting Authority: Position reports directly to Director of Parks and Recreation

Salary: \$28,000 - \$40,000

Position Summary:

Reports to the Director of Parks and Recreation. The Marketing and Special Events Coordinator is responsible for the creation and coordination of external written and digital communications such as press releases, newsletters, marketing pieces, planning and execution of events. Additionally, this position is responsible for the development and implementation of the marketing initiatives related to promotion of Canton Parks and Recreation and engagement of the general public as defined by the Director of Parks and Recreation. The position will also be responsible for coordinating public requests for park wide rentals, volunteer activities, and reservations at the Canton Garden Center. This position maintains and develops the Canton Parks and Recreation website, Canton Parks and Recreation Program Guide, social media such as Facebook, Constant Contact e-communication blasts in addition to developing sponsorship arrangements. This position will also work in coordination on other projects as assigned by the Director of Parks and Recreation.

Specific Responsibilities:

- Create, implement and evaluate district-wide special events.
- Develop and maintain Constant Contact lists for purposes of digital and printed communications, event invites and membership outreach.
- Coordinate event logistics, collateral material and must be able to design digital event promotional material, implement print production and execute distribution.
- Develop and enforce graphic standards and consistency of all marketing materials and branding of Canton Parks and Recreation.
- Deliver regular content to social media accounts via, Facebook, Instagram and Twitter, etc.
- Coordinate with other recreational service providers (i.e. YMCA, First Tee, local school districts, community centers, etc.) to populate local community calendars with Canton Parks and Recreation events and activities.
- Communicate routinely with local media outlets and community agencies about upcoming Canton Park and Recreation activities including the Convention and Visitors Bureau, Chamber of Commerce, Canton Repository, Canton City Schools Television, and local radio stations.
- Responsible for the development and fulfillment of the events and marketing budgets, including tracking and reporting to the Director of Parks and Recreation when requested.
- Represent Canton Parks and Recreation at local events.

- Assist the Director of Parks and Recreation with the production and distribution of annual report.
- Cultivate and expand opportunities for event sponsorship and advertising in local TV, radio and print media outlets.
- Identify newsworthy events and coordinate media relations throughout the District. This includes:
 - Writing and/or coordinating press releases, flyers, posters, banners, email blasts, etc.
- Build relationships with local media.
- Supervise and coordinate with event contractors, event user groups and other Park District Recreation areas to assist with coordination and recommendations for their area special events.
- Design of program guide and all other Park and Recreation District brochures and literature (adopt-a-park forms, donation brochures, etc.) and overseeing content for accuracy.
- Maintain Canton Parks and Recreation website. Work with Recreation Staff to make sure all content stays current and special events and program opportunities are being promoted online.
- Coordinate reservations and permits for individuals and organizations reserving entire park properties for public events and activities which require approval of the Park Commission.
- Coordinate reservations for individuals and organizations reserving the Canton Garden Center
- Maintain and broaden social networking to benefit the organization. Monitor satellite social media for other parks and recreation departments to make sure content is being pushed out to users and general public.
- Create content for monthly Marketing Report to be distributed to staff and Park Commission members for monthly Commission meetings. This includes tracking and reporting of media postings of Parks and Recreation activities and events as well as an overview of marketing initiatives and campaigns.
- Occasionally attend Park Commission meetings to report on special events and/or marketing initiatives.
- Complete other projects assigned by Director of Parks and Recreation.

Required Education, Knowledge, Skills, and Abilities:

- Bachelor's Degree and 2-4 years of relevant experience or equivalent required. Degree in Marketing, Graphic Design and/or Communications preferred.
- Excellent written and oral communication skills.
- Knowledge of Microsoft Publisher, Adobe Creative Suite Graphic Design Software, Photoshop, Illustrator, InDesign, Acrobat PDF.
- Knowledge and experience with website content management software, making updates and adding graphic images to sites.
- Strong computer background and proficiency required with Microsoft, Google and social media.
- Evidence of successful event, sponsorship, marketing and website programs required.
- Portfolio selections of sample print and digital design work required.
- Ability and willingness to work weekends, evenings, and special events as the schedule demands.

- Must successfully pass a background check, drug screening and must have a valid, current Ohio driver's license.

General Requirements:

- Must be able to read and write and have good command of the English language.
- Strong oral and written communication.
- Physical capabilities – lifts 50 pounds, squat, bend and move as necessary for the job.
- Must be able to perform basic mathematics.
- Must have basic proficiency of Microsoft Excel and Word.
- Must possess valid Ohio Driver's License.
- Must possess professional phone skills and work well with the public.
- Must present a neat and professional appearance.
- Responsible to follow policies and procedures of Canton Parks and Recreation and the City of Canton.

Applications & Resumes should be submitted to:

City of Canton
Human Resources
PO Box 24218
Canton, Ohio 44702

Questions about this particular position can be answered by:

Amy Slater – Director of Personnel
Email: amy.slater@cantonohio.gov